

RESOLUTION
CITY OF SAINT PAUL, MINNESOTA

6

Presented by

Kathy Garty

**RESOLUTION ESTABLISHING THE CREATION OF A MAYORAL TASK FORCE TO MAXIMIZE
THE 2010 CENSUS RESPONSE RATE FOR THE CITY OF SAINT PAUL**

WHEREAS, the U.S. Constitution requires that a census be taken every 10 years; and

WHEREAS, the U.S. Census is a count of all residents living in the United States; and

WHEREAS, census data is used to allocate billions of dollars in federal assistance to state and local governments for highways, hospitals, schools, public transportation and health programs; and

WHEREAS, Census 2010 is on the horizon and the U.S. Census Bureau wants to ensure that everyone is counted; and

WHEREAS, in the 2000 Census, Minnesota's 75 percent response rate was second in the nation, only one percentage point behind Iowa; and

WHEREAS, Ramsey County's return rate was 78 percent, while Saint Paul posted a 74 percent response rate for the 2000 Census; and

WHEREAS, Saint Paul's 2000 Census figures were three percentage points higher than the 1990 return rate; and

WHEREAS, while undercount figures for counties across our country are kept, undercounts for individual cities are not tabulated; and

WHEREAS, the U.S. Census Monitoring Board estimates the undercount for Ramsey County in the 2000 Census was 5,990 individuals with an estimated federal funding loss of \$45.7 million; and

WHEREAS, a reasonable extrapolation is possible based on the premise that 60% of Ramsey County's population resides in the City of Saint Paul. Using that premise, the estimated 2000 Census undercount in the City of Saint Paul is approximately 3,594; and

WHEREAS, the current formula for federal funding impact per person is \$1,000 per year x ten years equaling \$10,000 per census period which would result in an estimated loss of federal funding of at least \$35.9 million to the City of Saint Paul in the 2010 Census; and

WHEREAS, historically, the hard to reach groups include: communities of color, immigrants, limited English speakers, renters, the homeless population, residents of group homes, and college students; and

WHEREAS, the 2000 Census yielded a map that provides a strong glimpse of our final response rates; and

29 **WHEREAS**, Invest Saint Paul areas had a disproportionate amount of the lowest response rates in the
30 city as reflected in the attached map; and
31

32 **WHEREAS**, Mayor Chris Coleman, Saint Paul City Council, and Department Directors of Saint Paul
33 are committed to spearheading increased outreach efforts throughout Invest Saint Paul areas and integrating
34 census information into Invest Saint Paul activities to maximize the response rates in these targeted areas of
35 need; and
36

37 **WHEREAS**, the City of Saint Paul has agreed to be one of 39,000 government entities in partnership
38 with the U.S. Census Bureau; and
39

40 **WHEREAS**, the City of Saint Paul understands that its primary role in this partnership is to formulate a
41 Census 2010 Complete Count Committee that includes stakeholders across our city, especially hard to reach
42 communities, including: government, education, media, faith-based, community-based organizations, business,
43 immigrant advocates, domestic violence advocates, communities of color, philanthropy, and labor.
44

45 **NOW, THEREFORE, BE IT RESOLVED** that a Census 2010 Complete Count Committee named
46 Mayor Coleman's 2010 Census Task Force is established to serve in an advisory capacity to the City of Saint
47 Paul; and
48

49 **FURTHER RESOLVED** that the organization and charge of the task force is as follows:
50

51 Section 1. NAME: Mayor Coleman's 2010 Census Task Force
52

53 Section 2: PURPOSE: The Task Force shall advise and assist the city in obtaining the most
54 accurate and complete population count for Census 2010 by increasing the questionnaire mail back
55 response rate through a focused, structured neighbor-to-neighbor program. The Task Force will also
56 utilize the local knowledge, expertise and influence of each Task Force member to design and
57 implement a census awareness campaign targeted to the community.
58

59 Section 3: DUTIES AND RESPONSIBILITIES: The Task Force shall discuss and formulate
60 strategies and techniques, working with the city and census bureau officials, to enhance and increase the
61 city's response rate to Census 2010. The Task Force shall be charged with the responsibility of
62 planning and conducting local educational initiatives, including creating, printing and distributing
63 posters, flyers and handouts for use by the media and others. The task Force will prepare materials for
64 public service announcements on radio and television. Members may speak at forums and meetings to
65 promote and inform others of the census. The Task Force may distribute recruiting materials while also
66 promoting the use of the most common foreign languages in those materials. The Task Force may
67 identify locations for "Be Counted Sites" and/or Questionnaire Assistance Centers.
68

69 Section 4: MEMBERSHIP; OFFICERS: The Task Force shall consist of 20 members. The
70 Mayor shall appoint the members with the consent of the City Council. The Task Force shall elect its
71 own chairperson.
72

73 Section 5: TERMS: The Task Force shall serve from February 2009 through August 2010 at
74 which time the Task Force, having completed their work, shall dissolve. No resolution dissolving or
75 rescinding the Task Force is necessary. Any organization represented on the Task Force may replace a
76 Task Force member who steps down or can no longer serve on the Task Force. The new Task Force
77 member's name shall be put forward to the Mayor for appointments with consent of the City Council.

Section 6: MEETINGS: A quorum shall be at least 11 members. The Task Force shall also conduct all meetings in accordance with adopted city policies and procedures and shall use Roberts' Rules of Order in conducting its meetings. The Task Force shall meet at least quarterly but may meet more often if necessary.

Section 7: STAFF: The Mayor shall appoint a city employee to serve as the primary liaison to the Task Force; and

FINALLY RESOLVED that the Saint Paul City Council consents to and approves the appointments, made by the Mayor, of the following community stakeholders to serve on Mayor Coleman's 2010 Census Task Force:

Grant Abbott, Saint Paul Area Council of Churches
 Marcia Avner, Minnesota Council of Non-profits
 Chief Tim Butler, Saint Paul Fire Department
 Lester Collins, Pan African Complete Count Committee
 Ryan Dolan, Minnesota Demographic Center
 Consul Ana Luisa Fajer, Mexican Consulate
 Readus Fletcher, Interim Saint Paul HREEO Director
 Molly Grove, Saint Paul Chamber of Commerce
 Illean Her, Asian Pacific Complete Count Committee
 John Keller, Immigrant Law Center of Minnesota
 Danielle Kluz, Bridges to Safety
 Ruby Lee, Northwest Area Foundation
 Lillian McDonald, Emergency & Community Health Outreach (ECHO)
 Yusef Mgeni, Saint Paul Public Schools
 Rogelio Muñoz, Latino Complete Count Committee
 Ami Nafzger, U.S. Census Bureau
 Julie Schnell, SEIU Healthcare Minnesota
 Diane Wanner, Saint Paul District Council Coordinator
 Mary T. Karcz, or other designee assigned by the Ramsey County Manager
 Anna Marie Hill, Minnesota Indian Affairs Council

	Yeas	Nays	Absent
Bostrom	✓		
Carter			✓
Harris	✓		
Helgen	✓		
Lantry	✓		
Stark	✓		
Thune			✓
	5	0	2

Adopted by Council: Date 3/18/09

Adoption Certified by Council Secretary

By: Mary Erickson

Approved by Mayor: Date 3/26/2009

By: [Signature]

Requested by Department of:

Mayor's Office

By: Sara Hering

Approved by the Office of Financial Services


By: _____

Approved by City Attorney

By: _____

Approved by Mayor for Submission to Council

By: Sara Hering

Department/Office/Council: MO - Mayor's Office		Date Initiated: 10-MAR-09		<h2 style="margin: 0;">Green Sheet NO: 3067716</h2>																													
Contact Person & Phone: Kris Fredson 266-8534		 Assign Number For Routing Order	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 5%;"></th> <th style="width: 45%;"><u>Department</u></th> <th style="width: 30%;"><u>Sent To Person</u></th> <th style="width: 20%;"><u>Initial/Date</u></th> </tr> </thead> <tbody> <tr> <td>0</td> <td>Mayor's Office</td> <td></td> <td></td> </tr> <tr> <td>1</td> <td>Mayor's Office</td> <td>Department Director</td> <td></td> </tr> <tr> <td>2</td> <td>City Attorney</td> <td></td> <td></td> </tr> <tr> <td>3</td> <td>Mayor's Office</td> <td>Mayor/Assistant</td> <td></td> </tr> <tr> <td>4</td> <td>Council</td> <td></td> <td></td> </tr> <tr> <td>5</td> <td>City Clerk</td> <td>City Clerk</td> <td></td> </tr> </tbody> </table>				<u>Department</u>	<u>Sent To Person</u>	<u>Initial/Date</u>	0	Mayor's Office			1	Mayor's Office	Department Director		2	City Attorney			3	Mayor's Office	Mayor/Assistant		4	Council			5	City Clerk	City Clerk	
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Must Be on Council Agenda by (Date):																																	
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E-Document Required: Y Document Contact: Contact Phone:																																	
Total # of Signature Pages ____ (Clip All Locations for Signature)																																	
Action Requested: Resolution establishing the Creation of a Mayoral Task Force to maximize the 2010 Census response rate for the City of Saint Paul.																																	
Recommendations: Approve (A) or Reject (R): _____ Planning Commission _____ CIB Committee _____ Civil Service Commission _____ _____ _____			Personal Service Contracts Must Answer the Following Questions: 1. Has this person/firm ever worked under a contract for this department? Yes No 2. Has this person/firm ever been a city employee? Yes No 3. Does this person/firm possess a skill not normally possessed by any current city employee? Yes No Explain all yes answers on separate sheet and attach to green sheet.																														
Initiating Problem, Issues, Opportunity (Who, What, When, Where, Why):																																	
Advantages If Approved:																																	
Disadvantages If Approved:																																	
Disadvantages If Not Approved:																																	
Total Amount of Transaction: Funding Source: Financial Information: (Explain)		Cost/Revenue Budgeted: Activity Number:																															

